

PASSPORT

LAUNCH ANALYSIS

	DECEMBER		JULY - DECEMBER	
	Ontario	London	Ontario	London
Total Cigarettes	2,380.40 ⁽¹⁾	70.54 ⁽²⁾	10,469.30	342.49
Passport Total Volume	.10 ⁽³⁾		3.40	
Passport Total Shares	*	0.13 ⁽⁴⁾	0.03	0.98
Kingsize Shares	*	0.13	0.02	0.72
Regular Shares	-	-	0.01	0.26

* = (.0042)

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